NATIONAL MEETING - 1995
REGIONAL MODULE - R3

Nintendo® MERCHANDISING

Memo

August 25, 1995

To: NMI Field Force

From: Kim Sepe

Subject: **MAILING 95.19**
KILLER INSTINCT

cc: Bill Brownell
John Sakaley
NMI Corp.
NOA RMs
Sales

Listed below are the contents of this mailing sent today via UPSBLUE:

IF YOU DO NOT RECEIVE THIS MAILING IN ITS ENTIRETY, PLEASE CALL KIM AT x2305.

1. **KILLER INSTINCT LAUNCH MATERIALS:**
   - Software Demo Memo, Forms and Game Paks
   - Now Showing Sidebars – No
   - Instruction Strips No
   - 22x28 Posters No
   - 27x40 Posters (to place on walls and in windows) No
   - Counter Mat Graphics No
   - Danglers No
   - Killer Instinct/Virtual Boy Graphic Panel (Target)

   Killer Instinct Game Paks, Now Showing Sidebars and Instruction Strips are being shipped directly to the following accounts: Wal*Mart (via GDS), Toys "R" Us, Best Buy, Best Products, Incredible Universe, Sears and Service Merchandise. Note that you are still responsible for picking up Stunt Race FX at these stores.

2. **KILLER INSTINCT BLACK DENIM SHIRT.** For you to wear on your store calls to promote this title. Alternate between your VB and Killer Shirts throughout the week. Do not wear the Killer Shirt at Mall Tour Events.

MORE...

3. **KILLER INSTINCT T-SHIRTS, BUTTONS AND PINS.** A supply for you to give to your accounts that allow you to feature this title prominently in their stores, etc.

4. **ACCOUNT AUTHORIZATION LETTERS.** Enclosed are several letters from accounts authorizing NMI to place Killer Instinct in their interactives. **Do not limit game pak placement to these letters -- place Killer Instinct game paks at all accounts (excluding those accounts that were sent game paks directly).**

5. **MISC. QUANTITIES OF THE FOLLOWING:**
   - Virtual Boy 22x28 Posters — No
   - Virtual Boy Shelf Talkers — No
   - Supply of Virtual Boy/NBC Must See 3-D Sweepstakes Coupon to replenish those on counter cards in the field — No
   - Game Boy Arcade Classics Box Mobiles — No
   - Game Boy Arcade Classics 22x28 Posters — No

6. **VIRTUAL BOY P.O.P. ORDER SPREADSHEET.** A copy for your reference. This sheet lists P.O.P. ordered by serviced accounts. Look for these P.O.P. items at the stores and set up if needed.

7. **RED ALARM INSTRUCTION BOOKLET.** For your reference.

8. **WAL*MART AD SLICKS.** A supply of these to share with your Wal*Mart stores.

9. **STREET FIGHTER II (DMG) AD SLICK.** Place in you Product Information Manual.

10. **NINTENDO OF AMERICA 2ND HALF 1995 VIRTUAL BOY RELEASES.** Read and place in your Product Information Manual.

11. **MEMO FROM JANET MCNAUGHTON RE KMART STORE DIRECTIVES.** Please read memo and review attached copy of the store directives. Place in your Account Call Manual.

12. **TWO SALES BULLETINS RE NEW PLAYERS' GUIDES.** Read and place in your Account Call Manual. - Only got K.I. bulletin

13. **PRODUCT LAUNCH MEMO FROM DON COYNER RE 2 NEW TV COMMERCIALS AND A NEW PRINT AD.** Read and place in your Account Call Manual.

MORE...

14. **PROMOTION UPDATE FROM MARK WESTCOTT RE 1995 HOLIDAY PROMOTION WITH PEPSI-COLA.** Read and place in your Account Call Manual. This information will be covered in the October Newsletter.

15. **MEMO FROM KEVIN COOKE RE NPP V12 UPDATE FOR POWER PREVIEW DISPLAYS.** Read, note the part numbers and place in your Account Call Manual.

16. **UPDATED NMI INVENTORY CHECKLIST (Rev. 8/24/95).** Please discard any/all previous NMI Inventory Checklists. Remember, this form is not used to order supplies, but is a tool to maintain your inventory, keep track of supplies ordered, and know what you should have "on hand."

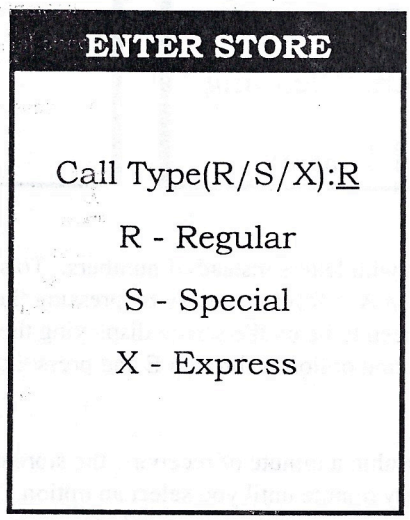
17. Four (4) memos from Kris Gustafson/Licensing Dept. dated 8/1, 8/8, 8/14 and 8/21 re Licensee Product shipments.

Handheld Changes 1995

The changes reviewed in this document will cover several areas in the handheld. Many of the changes are being implemented to provide Corporate with greater detail of your daily duties. These details will assist us in streamlining the program to ensure more efficient use of the time at retail, and will enable us to adjust Merchandiser duties in the future if necessary. Initially, this may increase store call time, however, after the new procedures become familiar to you, store call time should decrease. Using your Store Call Check-List as a guide and adjusting the manner in which you perform these duties will make your job easier. Overall, the changes are intended to make us a more **effective** force in the industry.

Entering a Store

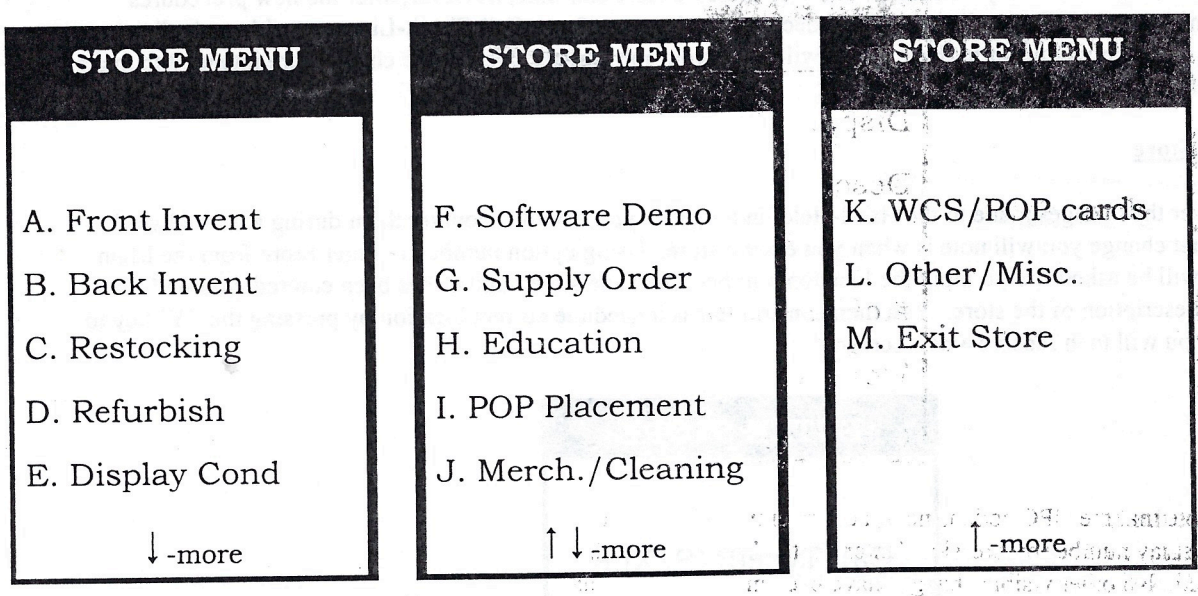
We will cover the changes made to the Hand-Held in the order you would encounter them during a normal work day. The first change you will note is when you enter a store. Using option number 1- Enter Store from the Main Menu you will be asked first to input the location number. Once the store number has been entered, you will receive the description of the store. You then confirm this is indeed the correct location by pressing the 'Y' key to continue. You will then receive a new screen:



This screen will request you enter the type of store call you are making. There are three valid store call types. The first and most common is the regular store call, selected by entering an 'R', this is the default value. The second type is the "special," selected by entering an 'S'. And the last type is "express" selected by entering and 'X'. You must select one of these three types, no other entry is valid. Once you have selected a store call type, press the Enter key and the Store menu will be displayed.

Store Menu

The store menu has the largest number of visible changes. To begin with, there are now three screens, containing fourteen options:



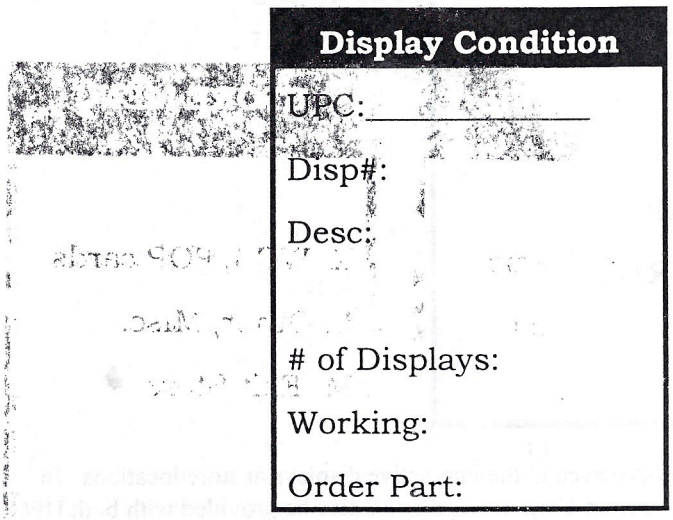
You will also note that the options are now denoted with letters instead of numbers. To select an option, press the letter associated with the option. For instance, option A is front inventory by pressing the letter A you would enter the front inventory module. Also note you do not need to be on the screen displaying the option in order to select it, For example you could be on the first screen displaying option A through E and press the letter M to exit the menu or the letter H to enter the education module.

You will also note that if an option is not selected within a minute of receiving the store menu, the Hand-Held will beep. The handheld will continue to beep once every minute until you select an option. While in the store menu(and only the store menu) the handheld will not automatically power off. Once an option is selected, the automatic power off is enabled and the Handheld will shutoff after 5 minutes of non-use.

In the following lines we will describe each changed and new function of the store menu.

Display Changes

Option E. Display Cond. is the first option in the store menu which has been changed.

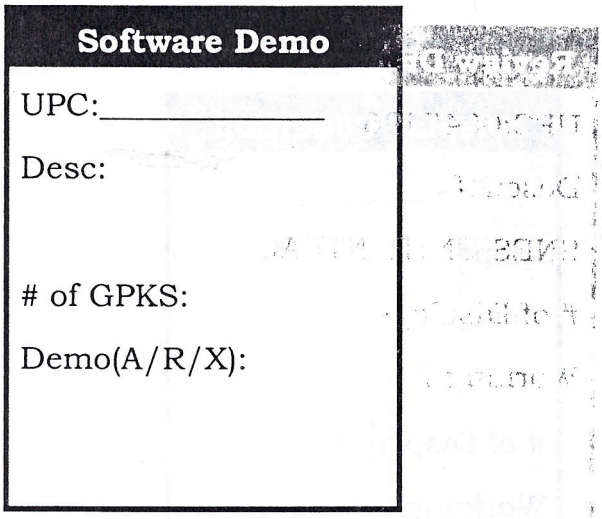


You will note that the UPC code is now the first entry. If you do not have the UPC code available, you may still enter the display number by pressing "enter" in the UPC code field. The cursor will then move to the display number field. No other visible changes have been made to the display module.

A procedural change has been implemented to the display module. It is **no longer** necessary to "trick" the Hand-Held by indicating you wish to order a part and entering a "Y" to the "Working Now?" prompt on the 2nd display screen. You will now recieve credit for time spent on a display repair by selecting "N" to the "Working" prompt on the 1st screen.

Software demo

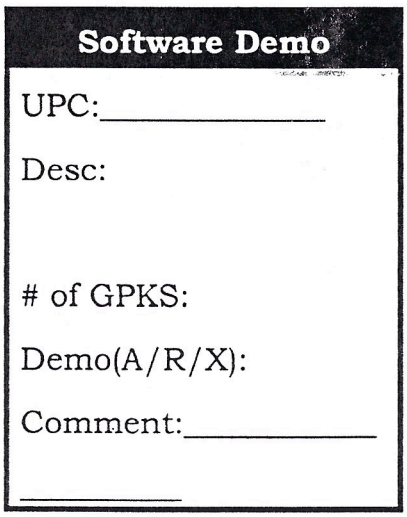
Option F. Software demo is the next option in the store menu which has been changed.



The software demo option is used to track game packs placed in the interactive displays at store locations. In addition to the standard memo and forms you recieve from Corporate, you will also be provided with both UPC numbers and Barcodes. By providing this information to Corporate electronically, any time you are asked to work in a vacant territory, you will now be provided with the location of previously placed software. This will aid in saving Nintendo many dollars in lost or misplaced software. In addition, a new hire will be provided with the most current information.

The typical process will be to first **remove** the existing game pak by inputting the UPC code. Then enter the quantity being removed and place an R in the Demo field. Then enter the UPC of the game pak to be **added**. Then enter the quantity being added and place an "A" in the Demo field.

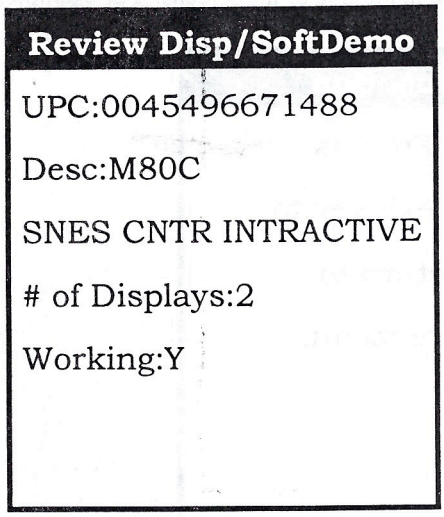
Occasionally, you may find the game pak which was in the display is lost or has been stolen. In this case you would first enter the UPC code of the stolen game pack. Then, enter the quantity missing or stolen and an "X" for the demo type. You will then receive a "comment" field.

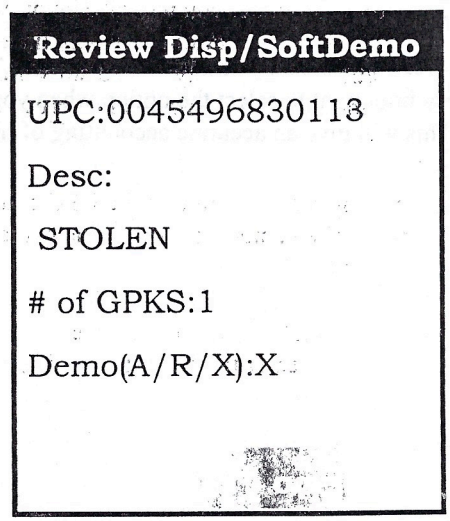


At this point, enter the circumstances of the missing game pak then press "Enter" to save the record. You would then add the new game as previously described. **Please note it will still be necessary to obtain a signatures to complete the usual demo placement forms.**

Display/Software Demo review option

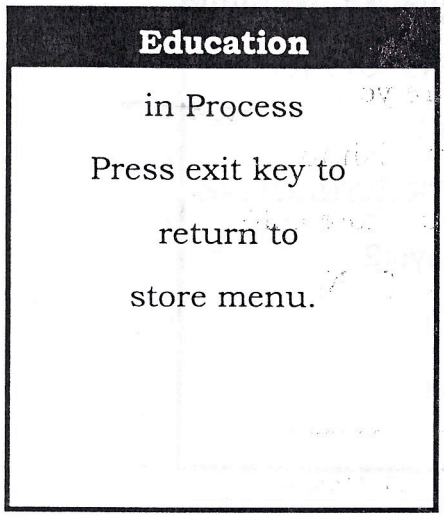
One thing to note about the software demo and display option is when the review option is selected, you will see both software demo entries and display entries. Data for both these entries is stored in the same file. The screen will be different depending on what is being displayed as in the following examples.





New options for time tracking.

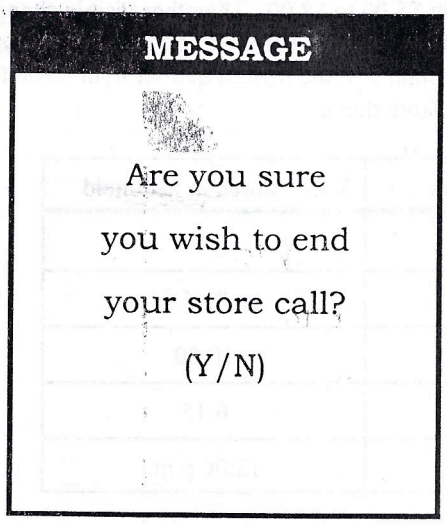
The remaining **new** options on the store menu are for time tracking. These are option H. Education, I. POP placement, J. Merch/Cleaning, K. WCS/POP cards, and L. Other/Misc. Each of these options have a similar response when selected, the only difference will be in the title of the screens. For example, option H for education:



Note that Education is displayed at the top of the screen and the only entry allowed is "exit." This module is to track the time it takes to perform the task. It is very important to select the option when you begin performing the task and exit when you have completed the task. This will give an accurate accounting of time spent performing each task.

Exit store option

The last option on the store menu is option 'N' exit store. When selected, you will receive a confirmation message.



As you can see, the wording of the message has been changed. If you wish to end your store call simply press Y, if not press N.

Worklog option

In addition to the store menu changes, some minor changes have been made to the worklog entry. The first change made is the postal limit has been increased from $5.00 to $8.00. The other visible change is to the time entry. When entering the start and end time for the Morning and Afternoon you may enter any valid time. Once you have completed the time entry, the Hand-Held will round it to the nearest quarter hour. The following are a few examples of entries and how the handheld will store them:

Merchandiser Entry	Value stored in handheld
8:57	9:00
8:50	8:45
10:07	10:00
6:12	6:15
11:56 a.m.	12:00 p.m.

If you wish to see how the handheld has changed the times you have entered simply use the up arrow to return to the entry fields..

Print of Worklog output change

The final change affects the worklog report. When printing the worklog the call count will reflect the store calls made for the date which is printing.

We would like to give a special thanks to all the beta testers involved in the development of the programs. Your input has been a tremendous help in developing programs which are useful and functional.

Virtual Boy Mall Tour Research

Participant Profile

•	**Total sample:**	600	
•	**Regions**		
-	Minneapolis	200	(33%)
-	Seattle	100	(17%)
-	Pennsylvania	100	(17%)
-	Tennessee	100	(17%)
-	Dallas	100	(17%)
•	**Gender**		
-	Males	434	(72%)
-	Females	166	(28%)
•	**Age**		
-	Kids, 8 to 12 yrs	186	(31%)
-	Teens, 13 to 17 yrs	131	(22%)
-	Adults, 18 plus	231	(39%)
•	**System Ownership**		
-	Super NES	263	(44%)
-	Sega Genesis	220	(37%)
-	Game Boy	188	(31%)
-	Game Gear	105	(18%)
-	Sega CD	57	(10%)
-	Sega Saturn	32	(5%)
-	3DO	30	(5%)
-	Atari Jaguar	29	(5%)
-	CDI	24	(4%)
-	Sony Playstation	15	(3%)
-	Other	95	(16%)

Virtual Boy Mall Tour Research

7. Purchased a new video game system within the past 6 months?

No	57%
Yes	36
Don't know	8

Which system did you purchase? (213 respondents)

Super NES	49%
Sega Genesis	45
Game Boy	27
Game Gear	18
Sega CD	14
Atari Jaguar	9
3DO	9
Sega Saturn	8
CDI	6
Sony Playstation	5
Other	9

8. Plan to purchase a new video game system other than Virtual Boy within t next 6 months?

No	46%
Don't know	29
Yes	25

Which system do you plan to purchase? (152 respondents)

Nintendo Ultra 64	30%
Sega Saturn	16
3DO	15
Sony Playstation	15
Sega CD	14
Atari Jaguar	13
Game Boy	13
Sega Genesis	13
Game Gear	12
Super NES	10
CDI	8

Virtual Boy Mall Tour Research

4. Most liked features of Virtual Boy

- Graphics: 3-D effect, realistic, clarity, close up	45%
- Liked everything about it	5
- It's new, unique, different	5
- It's fun, exciting, interesting, thrilling	4
- ▒Virtuality▒, ▒virtuosity▒	3
- Easy to control	2
- The action, speed, game play	2
- Other	13
- Don't know	28

5. Least liked features of Virtual Boy

- The color, one color, it's only black and red	23%
- Dislike nothing	14
- It hurts your eyes, gives you a headache	4
- Hard to play, ▒hard getting used to it▒	4
- Difficult to control, can't see the control buttons	4
- Price, expensive	4
- Graphics in general	3
- Game play is slow	2
- Dislike the concept overall	2
- Other	6
- Don't know	34

6. How interested are you in playing two-player games on Virtual Boy?

- Very interested (5):	41%
- Somewhat interested (4):	22
- Neutral (3):	9
- Somewhat uninterested (2):	10
- Very uninterested (1):	16
Average rating:	3.64

Virtual Boy Mall Tour Research

Results

1. How exciting was your experience playing video games on Virtual Boy?

	Total	Males	Females	Kids	Teens	Adults
- Very exciting (5)	33%	35%	27%	52%	43%	14%
- Somewhat exciting (4)	30	27	39	20	25	41
- Neutral (3)	8	9	7	3	8	11
- Somewhat unexciting (2)	14	14	13	10	11	19
- Very unexciting (1)	14	15	12	14	13	13
Average rating:	3.54	3.53	3.57	3.87	3.74	3.23

2. Was the playing experience the same, better than, or worse than you expe

	Total	Males	Females	Kids	Teens	Adults
- Better	52%	53%	48%	55%	55%	48%
- Same	20	20	20	19	15	22
- Worse	14	14	14	9	13	19
- Don't know	15	14	18	17	18	11

3. The suggested retail price for Virtual Boy is $180. How likely are you purchase a Virtual Boy within the next 6 months?

	Total	Males	Females	Kids	Teens	Adults
- Very likely (5)	10%	9%	13%	18%	12%	3%
- Somewhat likely (4	22	22	22	24	19	23
- Neutral (3)	19	18	19	15	19	23
- Somewhat unlikely (2)	23	24	19	16	21	29
- Very unlikely	24	24	25	24	27	22
Average rating:	2.72	2.69	2.78	2.96	2.68	2.56

Total likely to purchase Virtual Boy 33% (Kids 42%, Teens 31%, Adults 26%)

Total unlikely to purchase: 47%

Total undecided about purchasing: 19%

The Evaluation Center
Virtual Boy Mall Tour Research
9/8/95

Consumer research is being conducted at the mall tour locations to assess the playing video games on Virtual Boy. A random sample of 600 completed question been selected from five locations.

Summary

- Almost two-thirds of the participants (63%) said their experience playin on Virtual Boy was somewhat or very exciting. More than one-fourth of t said the experience was somewhat or very unexciting, and almost one-tent (8%) were neutral about it. More of the kids (52%) and the teens (43%) adults (14%) were ▒very excited▒ about their experiences with Virtual Bo

- More than one-half of the participants (52%) said their experience with was better than they expected. One-fifth of them (20%) said their exper same as they expected, more than one-tenth of them (14%) said it was wor fewer than one-fifth of them (15%) didn't know.

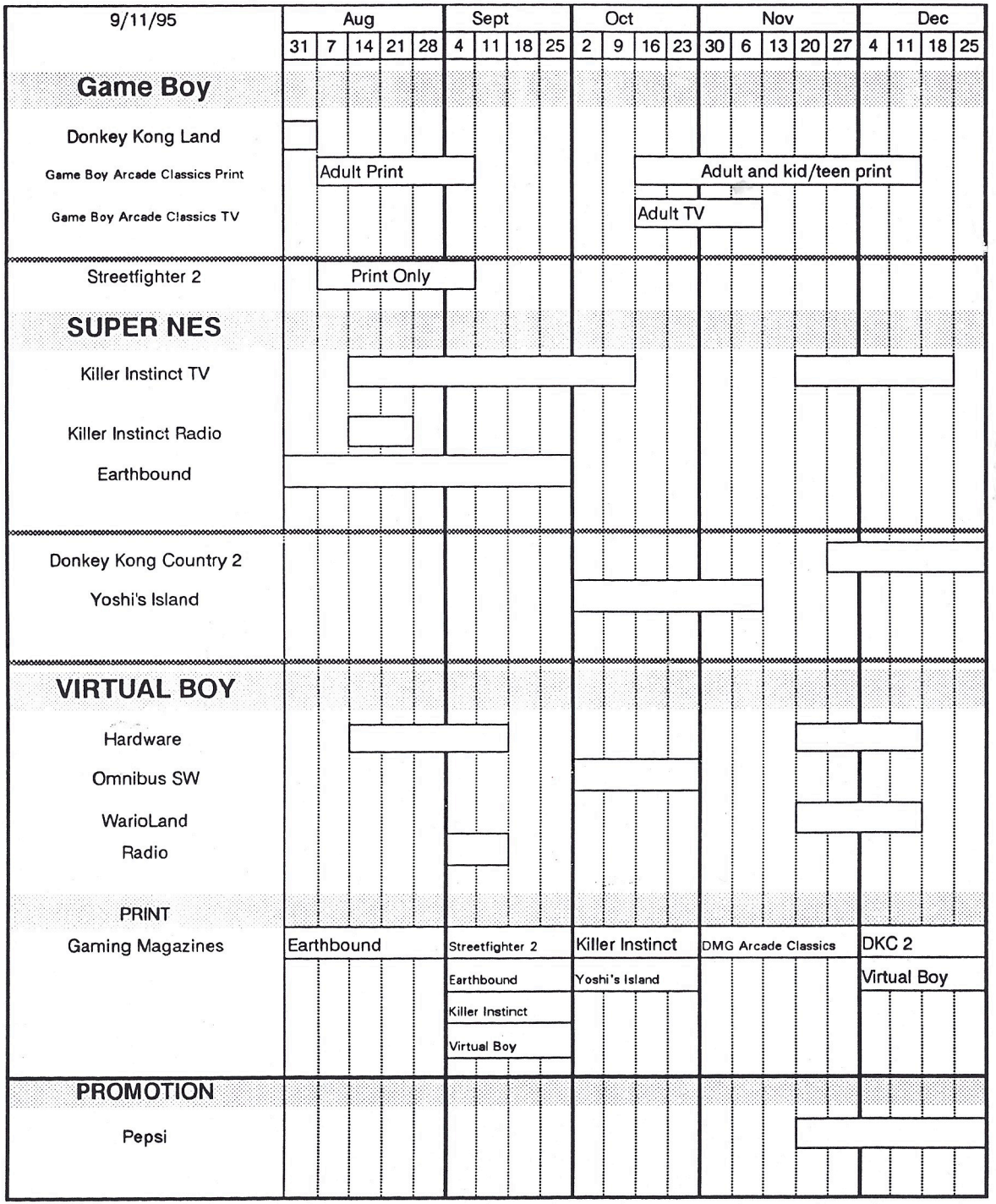
- The respondents were asked how likely they are to purchase a Virtual Boy next 6 months. Nearly one-third of them (33%) said they are somewhat or to buy one. Almost one-half of the participants (47%) said they are som unlikely to purchase one within the next 6 months, and almost one-fifth (19%) were undecided about it. More of the kids (42%) than the teens (3 adults (26%) are likely to purchase a Virtual Boy

- More than one-half of the participants (57%) said they had not purchased game system within the past 6 months. One-third of them (36%) had purch The systems purchased include Super NES (49%), Sega Genesis (45%), Game (27%), Game Gear (18%), Sega CD (14%), Atari Jaguar (9%), 3DO (9%), Sega (8%), CDI (6%), and Sony Playstation (5%)

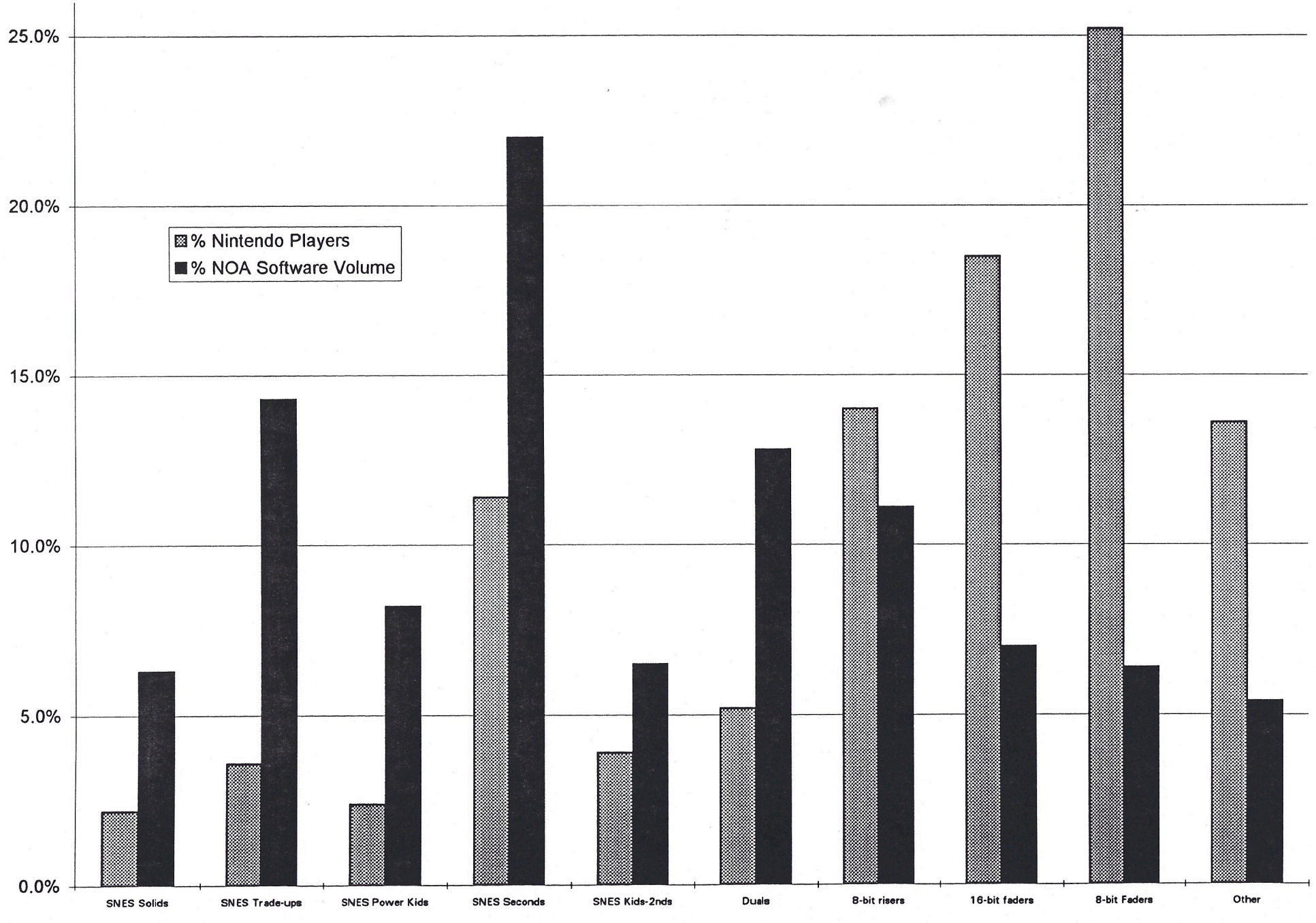
- One-fourth of the participants (25%) said they plan to purchase a video other than Virtual Boy within the next 6 months. The systems they plan include Ultra 64 (30%), Sega Saturn (16%), 3DO (15%), Sony Playstation (Sega CD (14%), Atari Jaguar (13%), Game Boy (13%), Sega Genesis (13%), G Gear (12%), Super NES (10%), and CDI (8%).

NINTENDO

1995 Second Half Marketing Plan

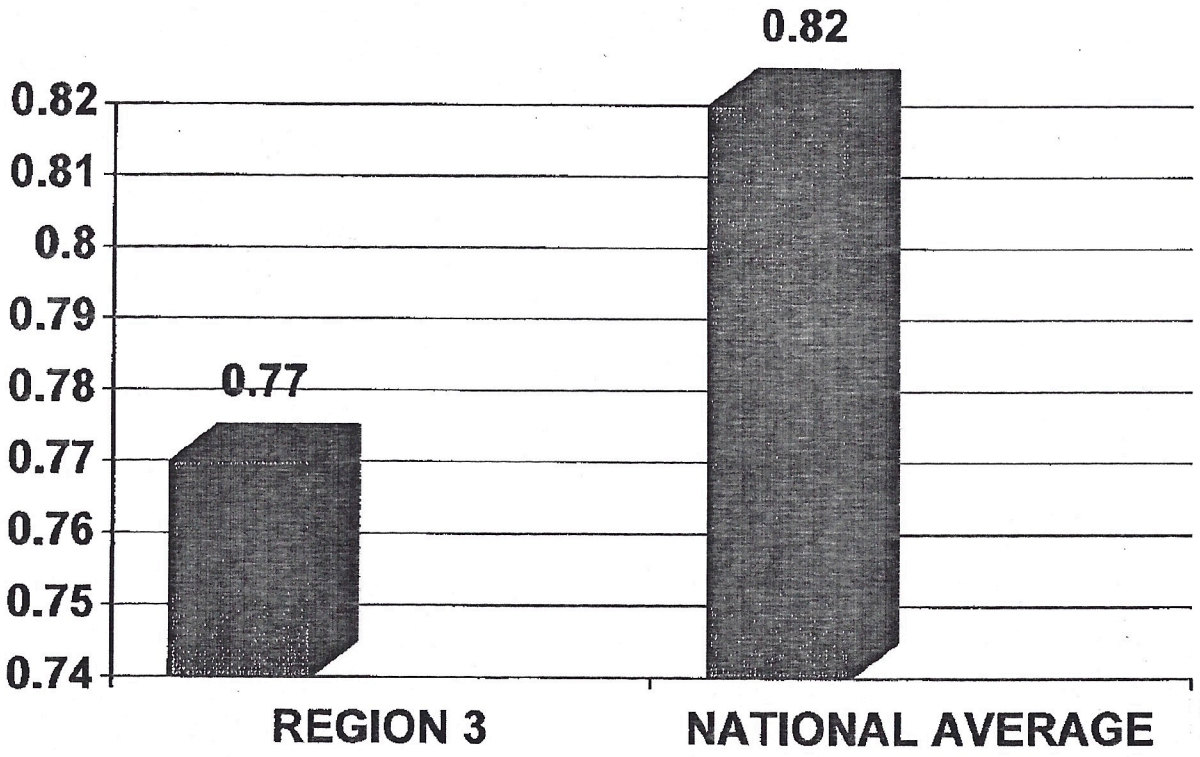


% NOA Software Dollar Volume by Player Segment



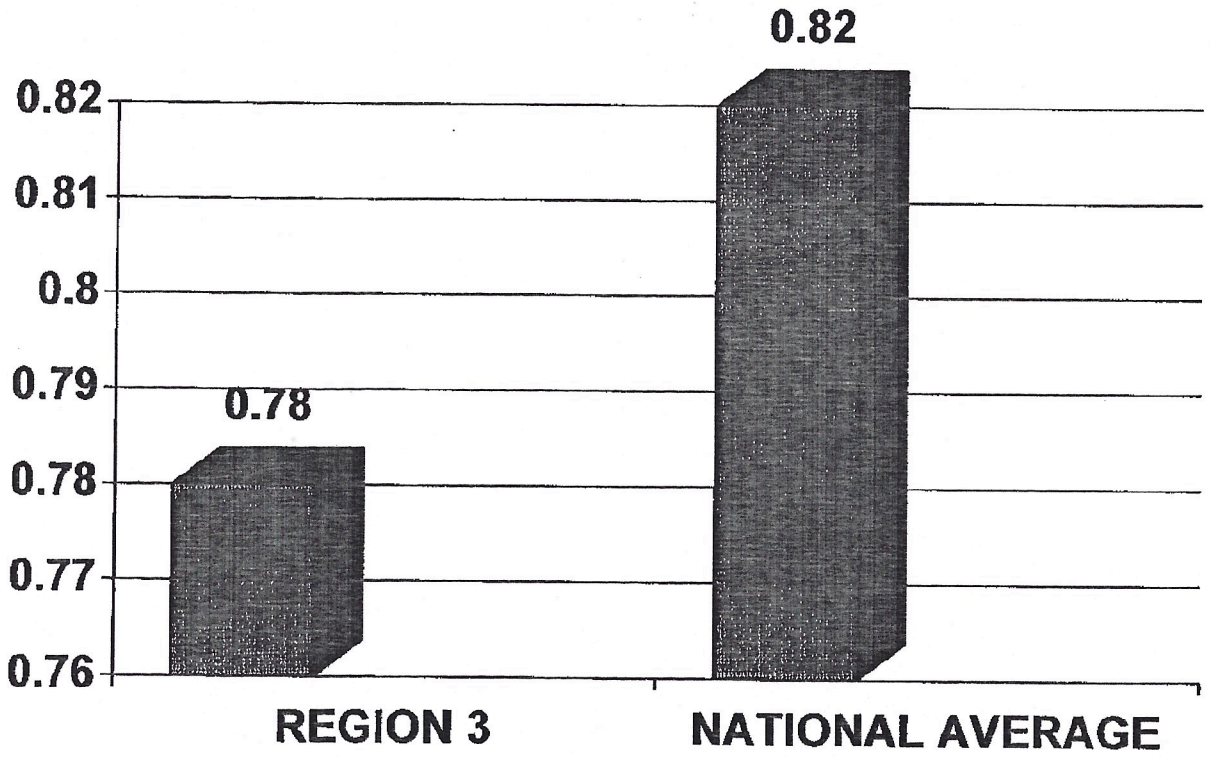
1995 NATIONAL MEETING -- REGIONAL MODULE

MSR'S FOR 5/1/94 - 4/30/95



1995 NATIONAL MEETING -- REGIONAL MODULE

MSR'S FOR 5/1/95 - YDT



ADDITIONAL INSTRUCTIONS FOR PLACEMENT OF KILLER INSTINCT GAME PAKS:

- **Killer Instinct game paks were shipped directly to Wal*Mart (GDS will place Game Paks, Now Showing Sidebars and Instruction Strips), Toys "R" Us, Best Buy, Best Products and Service Merchandise. **Note that you are still responsible for picking up Stunt Race FX game paks from these stores!**

- **Do not place at stores with non-lockable displays.**

- **Do not place at questionable stores -- stores with high theft and/or history of game pak losses. EXCEPTIONS TO THIS ARE: SEARS AND TARGET.**

When you pick up Stunt Race FX or any game paks placed prior to this, be sure to circle "yes" on the exchange portion of the Software Placement form and fill in the title(s) picked up, in the space provided. If Stunt Race FX or another game pak is missing, you need to circle "no," complete a **MISSING DEMO GAME SUMMARY FORM--and obtain a manager's signature.** In either case, you should leave the new software.

If a game pak has not been placed in the store before, please circle "N/A" in the exchange column. If you pick up game paks previously placed at a store where you are not leaving the new game title, please list the location number(s) and game(s) on a separate piece of paper, or list on your Summary form. **Every copy of each game title you receive must be accounted for.** Please refer to the completed examples of the Software Demonstration form and the Summary form that are included in this packet. The Department Manager must sign the Software Demonstration form for each game pak you place (please make sure the printed name is legible).

Some P.O.P. materials such as banners, standees and counter cards must now be ordered through the account buyer and are not available for you to order. You will be receiving with this shipment the following items related to this software demo placement:

- Killer Instinct Game Paks
- Killer Instinct Now Showing Sidebars

MORE...

- Killer Instinct Instruction Strips
- Killer Instinct Graphic Panels (Target)
- Killer Instinct 22x28 Posters
- Killer Instinct 27x40 Posters (for use on walls and in windows)
- Killer Instinct Counter Mat Graphic
- Killer Instinct Danglers

Special Note: Please do not send in <u>anything</u> until you have completed placing <u>all</u> Killer Instinct game paks.

When you have completed placement, enclose any remaining Killer Instinct game paks and all previously placed games you might find; i.e., Stunt Race FX, Super Metroid, Ken Griffey Jr. Baseball, etc. together with the white copies of the completed Software Demonstration forms in the original package. Return everything to NMI Corporate for processing using the enclosed FedX airbill.

Note: All placements of one title should be written on the same sheet until you run out of room, then start a second sheet. **Do not mix** different game pak titles on the same Software Demonstration form. If you place a game after you have sent in your original Software Demonstration form(s), please fill out another form and send it in immediately. If needed, order more Software Demonstration forms on your Supply Order form. Upon completion, the pink copies of the Software Demonstration form(s) need to be sent to your Regional Manager and the goldenrod copies to your District Supervisor. Please keep the yellow copies for your records and take them with you on your store calls when you collect this title.

You must have everything--game paks and all paperwork--sent to Corporate no later than <u>October 20, 1995</u>. If this is not possible, special arrangements must be made with your Supervisor <u>prior to the due date</u>, and Corporate must also be informed.

<u>Please remember to fill out Summary forms and attach them to your returned Software Demonstration forms!</u>